

ABSTRACT

Social Marketing Development of Hand Washing with Soap and Clean Water Usage to Reducing Communicable Disease Caused by Floods at Bengawan Solo Watershed in Bojonegoro

Every year, in rainy season, flooding is always occurred in Bojonegoro, particularly to the villages located along the watershed of Bengawan Solo. Diarrhea and skin disease increase as a result of the flooding. The trends of prevalence of diarrhea come up to 4% and skin disease increase nearly 20% after flooding. The aim of this research was to compose a social marketing strategy to improve the behavior of hand washing with soap and clean water usage during the floods, which is as the behavior of individual health preparedness. Social marketing is one of the health promotion tools that not only promote people to change unhealthy behaviors, but also to prepare the environmental conditions that support healthy behavior. The study was conducted on three stages. The first stage, researcher conducted in-depth interviews of 15 informants. The second stage was testing the hypothesis that combined with the theory of integrated behavioral model, by distributing questionnaires to 90 respondents. To analyze the data, regression logistic was used to determine the strongest influences from those variables. Three variables which affect the hand washing with soap and clean water usage behavior is benefits belief; education background; and gender. The third stage was arranging social marketing, without implementation. The result: main target group of social marketing is female residents, increasing the benefits belief of hand washing with soap and clean water usage, and ensuring the availability of clean water during the flood. Implementation of social marketing must be sustainable, in order to achieve improved health behavior.

Key words: floods, health preparedness, belief, social marketing.